PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Beran DATE: June 3, 1992

FROM: Alejandro Lopez

SUBJECT: **Marketing Perceptions - $39,000**

Project:
Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct a total of twenty triads among adult female smokers to explore responses to the concept of Virginia Slims Kings and alternate package design opportunities.

Budget:
The cost of conducting this research is $39,000 and will be covered by the 1992 Consumer Research budget.

Competitive Bid:
Marketing Perceptions, Inc. was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez _____ David Beran _____

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Source: https://www.industrydocuments.ucsf.edu/docs/hjmj0004